

UNIQUE **S**TYLE **P**LATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
LOVE IS IN THE AIR





Valentine's Day evolves to include **innovative collaborations, unique products** and **creative crafts**.

Flower, fashion, food and **beauty** brands have joined together to offer exclusive combinations. Fragrance and accessories brand **Byredo** worked with Toronto-based trio **Bentgablennits**, that rework vintage garments, on a sustainably minded partnership. **Kylie Cosmetics** and **Skims** unveiled their limited-edition Valentine's day collections, **Adidas** created a love-themed range in collaboration with **Beyoncé's Ivy Park** brand and **Balenciaga** dropped a capsule collection of apparel, footwear and accessories, decorated in red and pink hearts.

Meanwhile the concept of **DIY Valentine's** influences food, fashion and crafts across social media, featuring handmade products, as well as vibrant colour and print combinations.

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MOOD



Be inspired by hearts and flowers in unexpected colour combinations / Psychedelic patterns / Bold graphics / Exciting collaborations

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COLOUR



18-4143



12-0304



WHITE



12-1304



19-1554



17-2235



18-1664



Be inspired by a palette of traditional Valentines red with tones of pink and blue. White adds a crisp contrast, while stone creates a neutral base